

2. (Amended) The step of claim 1 where the user's viewing preferences are programmed into a computer and sent to the end-users set top box, where said viewing preferences are transmitted to one or more content providers via a return channel in the set top box.
3. (Amended) The step of claim 2 where the set top box determines the user's viewing habits preferences by collating by reading the index data from the television signal and transmitting the uncollated the index data from the television signal to one or more content providers via a return channel in the set top box.
4. (Amended) The step of claim 3 where the data collection occurs in the set top box, where said set top box transmits said collected data to one or more content provider using a return channel on the set top box
5. [deleted]
6. (Amended) The step of claim 3 where the content provider obtains the user preferences and viewing habits, and uses them to dynamically, and in real time, insert co-cast content into the television signal.
7. (Amended) The step of claim 3, where the content provider sends personalized content to the set top box via the internet, where said personalized content is audio, visual and text.
8. (Amended) The step of claim 1, where the set top box transmits content to one or more a wireless devices, where said wireless devices may communicate independently with the set top box, and where each wireless device may receive different co-cast content.
9. (Amended) The step of claim 4~~8~~, where the set top box ~~e-mails content to any web-enabled device, uses the internet TCP/IP protocol to transmit said content.~~
10. (deleted)
11. (Added) The step of claim 8 where all wireless device may communicate with the set top box simultaneously.
12. (Added) The step of claim 8, where the content received by the wireless device is audio, visual, or text for playback on the wireless device.



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